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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

| | |
|------------------------|-------------------|
| Application Number | 09/884,821 |
| Filing Date | June 18, 2001 |
| First Named Inventor | Mallon, Kenneth P |
| Group Art Unit | 2123 |
| Examiner Name | Not Yet Assigned |
| Attorney Docket Number | 017887-009000US |

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Total Number of Pages in This Submission 16

ENCLOSURES (check all that apply)

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| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Form PTO/SB/08B, 3 references and Return Postcard |
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Remarks

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

| | | |
|--------------------------|--|-----------------|
| Firm and Individual name | Townsend and Townsend and Crew LLP Gregory E. Stanton | Reg. No. 45,127 |
| Signature | | |
| Date | 3/18/02 | |

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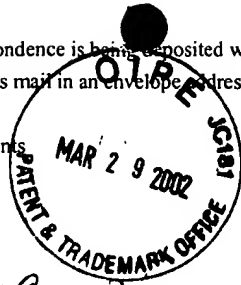
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| Typed or printed name | Julie Taylor Clough | | |
| Signature | | Date | March 19, 2002 |

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PATENT
Attorney Docket No.: 017887-009000US



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On march 19, 2002

TOWNSEND and TOWNSEND and CREW LLP

By: Julie Taylor Clough

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Kenneth Mallon

Application No.: 09/884,821

Filed: June 18, 2001

For: METHOD AND SYSTEM FOR
PREDICTING AGGREGATE
BEHAVIOR USING ON-LINE
INTEREST DATA

Examiner:

Art Unit: 2123

INFORMATION DISCLOSURE
STATEMENT UNDER 37 CFR §1.97 and
§1.98

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Assistant Commissioner for Patents
Washington, D.C. 20231

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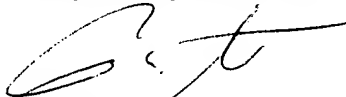
The references cited on attached form PTO/SB/08B are being called to the attention of the Examiner. Copies of the reference are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement, since it is being submitted prior to the first Office Action. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

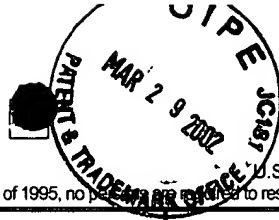
Respectfully submitted,



Gregory E. Stanton
Reg. No. 45,127

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Substitute for form 1449B/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

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| Application Number | 09/884,821 |
| Filing Date | June 18, 2001 |
| First Named Inventor | Mallon, Kenneth P |
| Group Art Unit | 2123 |
| Examiner Name | |
| Attorney Docket Number | 017887-009000 |

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OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

| Examiner Initials * | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | Technology Center 2100 |
|------------------------|--------------------------|---|------------------------|
| | A | ZUFYDEN, FRED, "New Film Website Promotion and Box-Office Performance," Journal of Advertising Research, January - April 2000, pp. 55-64. | |
| | B | WAKEFIELD, JULIE, "Catching A Buzz New Internet Traffic Watchers Aim to Elevate Marketing to a Science," Scientific American, November 2001, pp. 30 and 32. | |
| | C | BLANKENHORN, DANA, "Measuring Street Cred," ClickZ, April 2, 2001; http://www.clickz.com/article.php/839701 ; pp. 1-4, Printed 3/18/02. | |
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¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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